

Last Update: 08/10/11

wea



Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Eric Clapton

TITLE: Fire T-Shirt Olive (L)

Label: WBN/Warner Bros. Non-Music

Config & Selection #: MH 63002

Street Date: 05/31/07

Order Due Date: 05/11/07

UPC: 809736300282

Box Count: 15

Unit Per Set: 1

SRP: \$10

Alphabetize Under: C

OTHER SIZES:

MH:809736300480 Fire T-Shirt Olive (XXL)(\$10)

MH:809736300183 Fire T-Shirt Olive (M)(\$10)

MH:809736300381 Fire T-Shirt Olive (XL)(\$10)

DESIGN



ALTERNATE VIEW



AVAILABLE MERCH



[Script Logo Baseball Hat Black](#)



[2010 North American Tour Signature T-Shirt Black](#)

ALBUM FACTS

Genre: Rock

ARTIST & INFO

By the time **Eric Clapton** launched his solo career with the release of his self-titled debut album in mid-1970, he was long established as one of the world's major rock stars due to his group affiliations -- the Yardbirds, John Mayall's Bluesbreakers, Cream, and Blind Faith -- which had demonstrated his claim to being the best rock guitarist of his generation.

Clapton has been inducted into the Rock and Roll Hall of Fame as a solo performer and as a member of the bands Yardbirds and Cream. He is the only person ever to be inducted three times. In his 40-year-plus career, Eric Clapton has received a total of 18 Grammys.

MARKETING POINTS

Press & Publicity:

- 3/1 - Crossroads Guitar Festival 2010 - Pledge Drive

Last Update: 08/10/11

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Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Eric Clapton

TITLE: 2010 North American Tour Signature T-Shirt Black (L)

Label: WBN/Warner Bros. Non-Music

Config & Selection #: MH 163320 L

Street Date: 08/24/10

Order Due Date: 08/04/10

UPC: 809731633224

Box Count: 12

Unit Per Set: 1

SRP: \$10

Alphabetize Under: C

OTHER SIZES:

[MH:809731633217 2010 North American Tour Signature T-Shirt Black \(M\)\(\\$10\)](#)

[MH:809731633200 2010 North American Tour Signature T-Shirt Black \(S\)\(\\$10\)](#)

[MH:809731633231 2010 North American Tour Signature T-Shirt Black \(XL\)\(\\$10\)](#)



ALTERNATE VIEW



DESIGN



AVAILABLE MERCH



[Script Logo Baseball Hat Black](#)



[Fire T-Shirt Olive](#)

ALBUM FACTS

Genre: Rock

ARTIST & INFO

By the time **Eric Clapton** launched his solo career with the release of his self-titled debut album in mid-1970, he was long established as one of the world's major rock stars due to his group affiliations -- the Yardbirds, John Mayall's Bluesbreakers, Cream, and Blind Faith -- which had demonstrated his claim to being the best rock guitarist of his generation.

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MARKETING POINTS

Press & Publicity:

Last Update: 08/17/11

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Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Mastodon

TITLE: Swirl Silhouette Slim Fit T-Shirt Vintage Black (L)

Label: WBN/Warner Bros. Non-Music
Config & Selection #: MH 166604 L
Street Date: 09/12/11
Order Due Date:
UPC: 809731666062
Box Count: 12
Unit Per Set: 1
SRP: \$20
Alphabetize Under: M

OTHER SIZES:

[MH:809731666048 Swirl Silhouette Slim Fit T-Shirt Vintage Black \(S\)\(\\$20\)](#)

[MH:809731666086 Swirl Silhouette Slim Fit T-Shirt Vintage Black \(2X\)\(\\$21\)](#)

[MH:809731666055 Swirl Silhouette Slim Fit T-Shirt Vintage Black \(M\)\(\\$20\)](#)

[MH:809731666079 Swirl Silhouette Slim Fit T-Shirt Vintage Black \(XL\)\(\\$20\)](#)

DESIGN



ALBUM FACTS

Genre: Rock

Description:

- Printed on an Optima, smoke-colored (faded black), Slim-Fit shirt

ARTIST & INFO

Hometown: Rochester, NY, Atlanta, GA

MASTODON is an explosive, unbridled force. Possessing an uncanny songwriting sense, fearless innovation, unparalleled technical ability and a bottomless pool of raw talent and creativity, **MASTODON** is inarguably one of the most exciting new bands to form in the last 10 years.

MASTODON formed in 1999 when drummer Brann Dailor and guitarist Bill Kelliher moved to Atlanta, GA from their hometown of Rochester, New York. Only three weeks after arriving in Atlanta, Dailor and Kelliher met bassist Troy Sanders and guitarist Brent Hinds at a HIGH ON FIRE show that Hinds put on in his basement. Dailor and Kelliher had almost a decade of playing and touring experience together; Sanders and Hines had a half-dozen. Within a few weeks of forming, the quartet's intense songwriting chemistry generated a solid set of hard-hitting songs. These songs merely touched the surface of the outfit's boundless well of ideas.



AVAILABLE MERCH



[Paul n' Babe Slim Fit T-Shirt Black](#)



[Ghost Ship Slim Fit T-Shirt Black](#)



[Gaia T-Shirt Charcoal](#)



[Crack The Skye Album Hoodie Black](#)



[Blood Mountain Album T-Shirt Black](#)



[Biskup Zip Hoodie Black](#)

MARKETING POINTS

Press & Publicity:

- Letterman / Fallon / Kimmel all interested
- Great response to "Black Tongue" in current issues of Rolling Stone and Entertainment Weekly

Video Rotation:

- Web video for "Curl Of The Burl" (delivery by 8/12, launching 8/16)
- Music video for "Curl Of The Burl" (delivery by 9/2)

Info:

- US Tour in Oct/ Nov kicks off with two Soundgarden dates (10/25 & 10/26) in Texas
-

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
REP	528158	CD	Mastodon	The Hunter (09/27/11)	093624956204	\$18.98
REP	44364	CD	Mastodon	Blood Mountain (09/12/06)	093624436423	\$13.99
REP	459132	CD	Mastodon	Crack The Skye (03/24/09)	093624987222	\$13.99

Last Update: 02/27/11

wea



Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Wiz Khalifa
TITLE: TGOD King Size Rolling Papers Black/Yellow (OS)

Label: ANM/Atlantic Non-Music
Config & Selection #: MH 885763
Street Date: 07/13/11
Order Due Date: 06/23/11
UPC: 075678857638
Box Count: 12
Unit Per Set: 1
SRP: \$12
Alphabetize Under: W

OTHER SIZES:

MH:075678857621 TGOD 1.25 Rolling Papers Black/Yellow (OS)(\$12)



TOURS

[MORE](#)

08/22/11
Edge Festival
Edinburgh United Kingdom

09/04/11
Seattle Center - Bumbershoot Festival
Seattle, WA

09/26/11
Sound Academy
Toronto, ON

09/27/11
Sound Academy
Toronto, ON

09/28/11
Corveli Center
Youngstown, OH

DESIGN



ALTERNATE VIEW



ALBUM FACTS

Genre: Rap/Hip Hop

Description: Made of 100% Premium hemp, fly high with the Wiz Khalifa brand Rolling papers. Each package comes with 50 individual rolling papers

ARTIST & INFO

Hometown: Pittsburgh, PA

"Being out in front of people and just being 'The Man'" might sound like a vague and ridiculous dream to have, but for Cameron Thomaz it might be the most appropriate thought to cross any mind. Better known as Wiz Khalifa, the son of two military parents has always had his eye on being a new standard by which cool is measured. Rapping since the third grade and starting to record music at 14 was probably a step in the right direction. The next best move? Inking a deal to Rostrum Records after a meeting with Benjy Grinberg.

Fresh out of high school, it was time to either sink or swim. In 2005 Wiz released his first mixtape, Prince of the City: Welcome to Pistorvania. The mixtape was quickly accepted by the local scene and began to gain buzz outside of Pittsburgh. With that excitement growing by the day, it was the perfect time for a proper commercial album. Wiz soon dropped Show and Prove, which Okayplayer.com claimed was "arguably the best album of the year." The accolades began piling up and Khalifa was receiving significant co-signs from XXL, Rolling Stone, and VIBE, alike. A deal with Warner Bros. Records soon followed.

Any other 20-year-old probably would've let all this hype go to their heads, but not Wiz. As focused as ever, Wiz only saw this praise as an opportunity to work harder. In 2007, with the help of famed mixtape DJ, Green Lantern, Wiz released

AVAILABLE MERCH



[Wheel Mens Standard T-shirt Black](#)



[TGOD King Size Rolling Papers Black/Yellow](#)

Grow Season, which was soon followed by Prince of The City 2. The sequel to Prince of The City would soon out grow its predecessor so much so that the demand for Khalifa's music was greater than ever.

Unfortunately, the relationship between Khalifa and Warner Bros. dissolved, and once again, Wiz found himself as an independent artist. Typically a huge roadblock for any artist, Wiz refused to allow the lack of a major label deal to slow down his momentum. He and his Rostrum team hit the ground running in 2009 and released three highly acclaimed mixtapes: Flight School, How Fly, a collaborative mixtape with New Orleans rapper Curren\$y, and Burn After Rolling. The album Deal Or No Deal followed in the Fall and debuted at the top of the iTunes "Hip-Hop" chart, and has remained in the top 50 to date.

In the months following, both his fanbase (known as the "Taylor Gang") and the anticipation for his new mixtape grew daily. Once Wiz dropped Kush & Orange Juice in early 2010, it was clear that he had established himself as one of the rap-game's brightest young stars to watch. With an unprecedented amount of downloads, not to mention both the top search on Google as well as the number one trending topic on Twitter, it seemed as if the entire nation was on board with the "Taylor Gang" movement. Many said that the release of Kush & Orange Juice placed Wiz as the valedictorian of his "XXL Freshmen 10" class and kicked open the doors he and his team were looking to walk through.

Fast forward a few months, and together Wiz and Rostrum Records proudly announced that these doors were those of Atlantic Records, the new home to Wiz Khalifa. Following this huge milestone in his career, Wiz soon embarked on a stint on the famed "Rock The Bells" tour alongside such legends as Lauryn Hill and Snoop Dogg, immediately followed by his nation-wide headlining tour, appropriately dubbed the "Waken Baken Tour." After receiving co-signs from a multitude of rap veterans, including Rick Ross and Diddy,

MARKETING POINTS

Awards:

- BLACK AND YELLOW CERTIFIED 2X PLATINUM
- NOMINATED FOR MTVU WOODIE OF THE YEAR

Press & Publicity:

- Mo'Nique (2/17)
- JUST COMING OFF OF SOLD OUT 60 CITY WAKEN BAKEN TOUR- 90K+ TICKETS SOLD
- BLACK AND YELLOW GMIX VIDEO #1 ON 106TH & PARK COUNTDOWN
- FASTEST RISING GOOGLE SEARCH OF 2010
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- BLACK AND YELLOW #1 RAP RECORD
- KUSH AND ORANGE JUICE MIXTAPE NAMED MOST DOWNLOADED OF 2010
- CO-HEADLING BAMBOOZLED WITH MOTLEY CRUE & LIL WAYNE
- CONFIRMED FOR MTV WOODIES LIVE PERFORMANCE FROM SXSW
- 200,000+ VIEWERS OF WAKEN BAKEN LIVE CONCERT WEBCAST
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- FEATURED ARTIST 2010 ROCK THE BELLS ALONG WITH LAURYN HILL, SNOOP DOGG AND TRIBE CALLED QUEST
- APPROACHING \$1M IN MERCH SALES IN LESS THAN 6 MONTHS

Video Rotation: "Black & Yellow" Fuse (16x), MTV (1x)



[Smoke Type Basic T-Shirt Red](#)



[Rolling Papers Green Haze Basic T-Shirt Black](#)



[Cross Lines Basic T-Shirt Heather Grey](#)



[Captain Mens Standard T-Shirt Black](#)

Last Update: 08/18/11

wea



Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Wiz Khalifa

TITLE: TGOD 1.25 Rolling Papers Black/Yellow (OS)

Label: ANM/Atlantic Non-Music

Config & Selection #: MH 885762

Street Date: 07/13/11

Order Due Date: 06/23/11

UPC: 075678857621

Box Count: 12

Unit Per Set: 1

SRP: \$12

Alphabetize Under: W

OTHER SIZES:

MH:075678857638 TGOD King Size Rolling Papers Black/Yellow (OS)(\$12)



TOURS

[MORE](#)

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09/04/11

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Corveli Center
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DESIGN



ALTERNATE VIEW



AVAILABLE MERCH



[Wheel Mens Standard T-shirt Black](#)



[TGOD King Size Rolling Papers Black/Yellow](#)



[Smoke Type Basic T-Shirt Red](#)

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Video Rotation: "Black & Yellow" Fuse (16x), MTV (1x)



[Rolling Papers Green Haze Basic T-Shirt Black](#)



[Cross Lines Basic T-Shirt Heather Grey](#)



[Captain Mens Standard T-Shirt Black](#)

Last Update: 06/22/11

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**ROADRUNNER
RECORDS**

Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Trivium

TITLE: Rebirth Of Chronos Mens Basic T-Shirt Black (L)

Label: RRT/RoadRunner Non-Music

Config & Selection #: MH 885845 L

Street Date: 07/11/11

Order Due Date: 06/21/11

UPC: 075678858437

Box Count: 12

Unit Per Set: 1

SRP: \$19.5

Alphabetize Under: T

OTHER SIZES:

MH:075678858444 Rebirth Of Chronos Mens Basic T-Shirt Black (M)(\$19.5)

MH:075678858420 Rebirth Of Chronos Mens Basic T-Shirt Black (XL)(\$19.5)

MH:075678858413 Rebirth Of Chronos Mens Basic T-Shirt Black (2X)(\$20.5)

MH:075678858451 Rebirth Of Chronos Mens Basic T-Shirt Black (S)(\$19.5)



DESIGN



ALBUM FACTS

Genre: Rock

ARTIST & INFO

Hometown: Orlando, FL

Trivium released their debut Roadrunner album to massive critical acclaim when the band was just in their teens. Now the band has returned with *In Waves* - their strongest effort since that debut. The band has firmly established themselves as one of the strongest young metal bands around.

MARKETING POINTS

Press & Publicity:

- Confirmed coverage in Revolver, Guitar World, Clear Channel online, Associated Press, Alternative Press and more
- Alternative Press review confirmed
- 10 out of 10 review in Germany's Rock Hard

SoundScan:

- Trivium has sold over 500K albums in the U.S.
- Their last album *Shogun* debuted at #23 on the Top 200 with over 23K albums scanned and has sold over 100K

albums to date.

- Digital single for "In Waves" debuted with almost 3K downloads 1st week.

Artist POP & Tools:

- 11x17 posters
- web banners

Video Rotation:

- Trivium premiered their video for "In Waves" with Alternative Press. Video can be viewed at <http://www.youtube.com/watch?v=0Xfyk028KvQ>

Info:

- **In Waves** is the band's 5 studio album and was produced by Colin Richardson (Slipknot, Disturbed)
- **In Waves** is a major sonic and visual growth for the band
- First track was seeded on the internet after days of teasing through the code in the band's website
- A free MP3 giveaway of the title track saw thousands of downloads in a 72 hour period
- The video for "In Waves" debuted on Alternative Press's website
- Band is headlining the second stage of Mayhem all Summer -as well as playing select dates on the mainstage
- 4 live clips from SE DVD will launch each week leading up to release
- Metal and commercial radio plans being developed now
- Band will be signing at each date of the Mayhem festival for each fan who preorders the new album.

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
RRR	179852	CD	Trivium	Shogun (09/30/08)	016861798529	\$13.98
RRR	180592	R CD	Trivium	The Crusade (EX) (10/10/06)	016861805920	\$13.98
RRR	177562	CD	Trivium	In Waves (08/09/11)	016861775629	\$13.99
RRR	182512	CD	Trivium	Ascendancy (Explicit) (03/15/05)	016861825126	\$13.98

Last Update: 07/20/11

wea

Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Wiz Khalifa

TITLE: Cross Lines Mens Basic T-Shirt Heather Grey (L)

Label: ANM/Atlantic Non-Music

Config & Selection #: MH 885699 L

Street Date: 07/18/11

Order Due Date: 06/28/11

UPC: 075678856976

Box Count: 12

Unit Per Set: 1

SRP: \$19



AVAILABLE MERCH



[Smoke Type Basic T-Shirt Red](#)



[Rolling Papers Green Haze Basic T-Shirt Black](#)



[Captain Mens Standard T-Shirt Black](#)

DESIGN



ALBUM FACTS

Genre: Rap/Hip Hop

ARTIST & INFO

MARKETING POINTS

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
ATL	527099	CD	Wiz Khalifa	Rolling Papers (03/29/11)	075678827280	\$13.99